



THREADED Rubber Insulation permits the Bone Dry shipment and storage of batteries, so that no matter how long the dealer keeps them in stock they are brand new when they go out of the door on his customers' cars. Ask us about it.

Ozburn-Abston Co.

600 Monroe Ave.

Phones Main 1748-1490—Long Distance M. 9909.

We test, repair and recharge storage batteries and always carry a full supply of battery parts, new batteries and rental batteries for all makes of cars.

Willard
TRADE MARK REGISTERED

BE CAREFUL WITH YOUR CAR URGES MOON CO. HEAD

"Careful use of an automobile and careful driving will make it serviceable in the coldest winter weather," said Stewart McDonald, president and general manager of the Moon Motor Car company of St. Louis. "Even when touring cars can be made comfortable, they are almost as comfortable as a closed car."

heat of the motor. With a good antifreeze solution in the radiator, which can be one-third alcohol and two-thirds water, and the use of a light oil in the crank case, winter driving can be made certain. An important point for winter is a good battery, which must be kept full of distilled water, and recharged the moment it goes low. As soon as there is snow and sleet on the streets chains should be put on the tires, because if a skid does not occur it can badly damage the wheel from contact with curbing. A piece of pasteboard covering the lower half of the radiator will cut down the air circulation and keep the motor warm. A patented squeegee can be bought which will wipe the snow and rain off the windshield. "With this equipment and careful driving in slippery weather, the use of an automobile in any but the coldest climate is possible throughout the winter season."

The Moon is handled in Memphis by the Empire Motor company.

OUR 1920 RESOLUTION

To show our appreciation to our customers for the rapid growth of our business, during the past year, we will give

BEST SERVICE—

None of our competitors have ever tried to compete with the service we give on TOP WORK, but we believe that we can improve on our past service during the coming year.

BEST QUALITY—

As we guarantee our materials and workmanship we cannot afford to use any but the BEST OF MATERIALS.

LOWER PRICES—

We are forced to increase our prices above those of the past year, but we expect to overcome part of the increased cost of materials and workmanship by increasing our volume of business.

Also by doing a STRICTLY CASH BUSINESS we expect to save you quite a bit that we have had to charge for OFFICE WORK, COLLECTING and BAD ACCOUNTS, which every firm must charge that does a credit business.

J. G. Stone-Croce Auto Top Co.

409-411 MONROE AVE.

PHONE MAIN 1896.



Chevrolet's
High
Efficiency
Vividly
Reflects
One
Laudable
Engineering
Triumph

PRYOR MOTOR SALES CO.

252 Monroe.

Main 1385.

TRUCK TALKS TO BE BIG FEATURE AT MOTOR SHOW

That no truck owner can afford to miss the highway transportation conference to be held in connection with the New York Automobile show, Jan. 2-10, and the Chicago Automobile show, Jan. 24-31, is the belief of M. L. Pulcher, vice-president and general manager of the Federal Motor Truck Co., Detroit, Mich.

Mr. Pulcher contends that the truck stands in the same relation to transportation that machinery does to manufacturing. The importance of the latter is so well recognized that it scarcely needs calling attention to, but the former, says Mr. Pulcher, has not always been viewed in this light.

As an indication of the coming importance of highway transportation he points out that already nearly 20 engineering departments of various colleges, universities and technical schools throughout the country have instituted courses in highway transportation. "The colleges have always been the conservative element in any community and yet such courses are being offered in their curriculum," he declared. "So vital does it appear to them that they consider it of sufficient importance to educate the younger generation in the broad principles of highway transportation so they in turn may be able to meet the transportation problems they are bound to encounter when they enter the business field."

"No owner of a fleet of trucks or even a single truck can afford to miss the latest ideas in truck development and transportation. The terms of ideal may be there which will enable you to change your transportation system and probably affect a great saving of money. The men who pick up the new ideas of today are the leaders of tomorrow."

Twice daily for an hour and a quarter, with the exception of the opening and closing day at the New York and Chicago shows there will be discussion of every type of truck problem. The sessions afterwards and evenings will be devoted to different phases of transportation appealing to different types of users of trucks, but all sessions will be open to who wish to come. Seventy speakers, including a United States senator and a governor, have been invited to make addresses to these conferences.

The Lilly Carriage company is local dealer for Federals.

BASSON TO ATTEND FAMILY POW-WOW

All branch managers of the Times Square Auto Supply company will assemble in the McAlpin hotel, New York city, the week of Jan. 5, for a big family pow-wow.

"Plans for 1920 and for the betterment of the trade in general will be thoroughly discussed," according to L. Basson, manager of the Memphis branch, Fourth street and Monroe avenue. Mr. Basson will be among those present if the world does not make an end in the meantime.

The Memphis store is one of the big ones in the company's chain. Under Basson's management it has steadily grown and since moving from Main street has benefited greatly.

FISHER PRESENTED HUGE LOVING CUP

A huge silver loving cup, the gift of associates and employees, was presented to President John T. Fisher of the Union Motor Car company, Memphis, night at Hotel Gayoso. The occasion was a farewell dinner for friends of Mr. Fisher and company employee, Mr. Fisher has severed his connection with the company, effective Jan. 1. The speech of presentation was made by Dr. Buckner. Jack Gates was toastmaster.

Let a Permalife Free You of Battery Troubles

In Permalife you get freedom from battery troubles.

You get a battery that is the result of 30 years of expert study; a battery in which every part has been developed to the highest possible point; and a battery made of the best materials on the market.

Permalife is strong and dependable; it delivers the goods; and it is guaranteed for 20 months.

Stop in and let us prove Permalife superiority to you.

Superior Motor Co.
Monroe at Wellington.
Phone Main 1706.



Dual Valve Six Praised Highly By London Times

Honest approval of the famous Dual Valve Six motor produced by the Pierce-Arrow Motor Car company, of Buffalo, N. Y., is given by a critic writing in the Nov. 4 issue of the London Times under the heading of "New American Motor Cars." Because of the pride taken by the British in their own quality automobiles, the opinion is of unusual interest.

The critic says: "The Pierce-Arrow is familiar by name to most people at home as one of America's best known productions. It is essentially a car in which all considerations of price, within reasonable limits, have been submerged in favor of luxury of appointments and perfection of running."

"The six-cylinder engine has a double valve system, two inlet and two exhaust valves being set on opposite sides. A conservative and unusual feature is the three-pair casting. Two separate systems of battery ignition are fitted, the magneto having been abandoned. The gearbox provides four forward speeds, instead of the usual three."

"The car is exceptionally well sprung and well balanced. Several sharp corners were purposely taken at high speeds, and at each the stability was very noticeable. Weight distribution has been carefully studied. Acceleration, hill climbing and flexibility were all excellent in the Pierce-Arrow. The Pierce-Arrow shows high quality in its class and its performance is commensurate."

"The performance of the dual-valve engine with its increased power and flexibility, recently has been refined by the introduction of a dual-ignition system. Another improvement is in the transmission, which permits of easier gear-shifting."

The Lilly Carriage Co. is local distributor for Pierce-Arrow trucks.

MOTOR TRUCKS RELIABLY BUILT

"It is a far cry from the motor truck of today to the first models at the start of the industry," says G. K. Kessel, president of the Kessel Motor Car company.

"When trucks were first placed on the market for general sale they were far from being reliable hauling units. In fact, most of the trucks then sold were simply express bodies mounted on passenger car chassis with lower gear ratios."

"Today trucks are built of the best possible material obtainable on the American market. Steels have been developed especially for trucks, so that lightness and strength are combined. Motors have been specially built for trucks, where formerly they were only developments of passenger car motors with few changes."

"Dealers are selling trucks along business lines, where formerly they bought trucks because they thought they ought to buy them. Now trucks are sold on their merits alone."

"Owners today take much interest in ascertaining the ability of their cars to their favorite business. A typical example is the following excerpt of a letter I just received from a prominent owner of a motor truck: 'I have tried it out on the hills. I have stowed it down to a walk on high. It is as sensitive as a thoroughbred, and is constantly surprising me with the many things which it does, and does in masterly fashion.'"

"I am not given to the use of adjectives," he adds, "but you may say for me that my car has more than fulfilled every expectation and that it is yet, to me, a real thing in responding to my emergency."

Kessel cars and trucks are distributed here by the Hermann Motor company, formerly the Mississippi Valley Motor corporation.

Says Allen Rides Like Six, But Has Only 4 Cylinders

A change has come about in automobile circles. Once car owners boasted of six cylinders or eight in much the same spirit as the school boy who proudly asserts that "my daddy is smarter than your daddy."

"People are finding out that 'six' cylinders or 'eight,' as opposed to 'four,' come far from constituting the final argument in automobile performance. In commenting on the subject, Frank Wilson, of the Warden Motor Sales company, Allen dealers, very aptly said: 'If someone could put a wash boiler under the hood that would put the car over the hill, sweetly and surely and invariably, I'd be for it. People come to me repeatedly and tell me that this new Allen rides like a 'six.' Many think it actually is a six. It happens to be a 'four,' and it certainly is a great performer. It strikes me that the real question of car merit is its performance and not in specification. As fast as we get them we are selling these Allens on the basis that they have the ability to make any grade that is negotiable in any ride like a Pullman in the tonneau.'"

HAYNES PROVES WORTH OVER 24,000 MILES

William Weidenkeller, 119 Franklin street, New York city, has driven his "Light Six" Haynes over 24,000 miles without having a single thing taken down, according to a letter received recently at the home office of the Haynes Automobile company, Kokomo, Ind. "My car has been over 24,000 miles under all kinds of conditions without having the engine taken down and is still giving me the best of service," Mr. Weidenkeller writes. "This is sure a performance that speaks well for any car."

"It is just such records as this that are causing owners of Haynes cars to refuse to sell their cars, even though attractive prices are being offered almost every day," says S. M. How, general sales manager of the company. Haynes cars are distributed and sold locally by the Stratton Auto Co.

SUPERIOR UPHOLSTERY

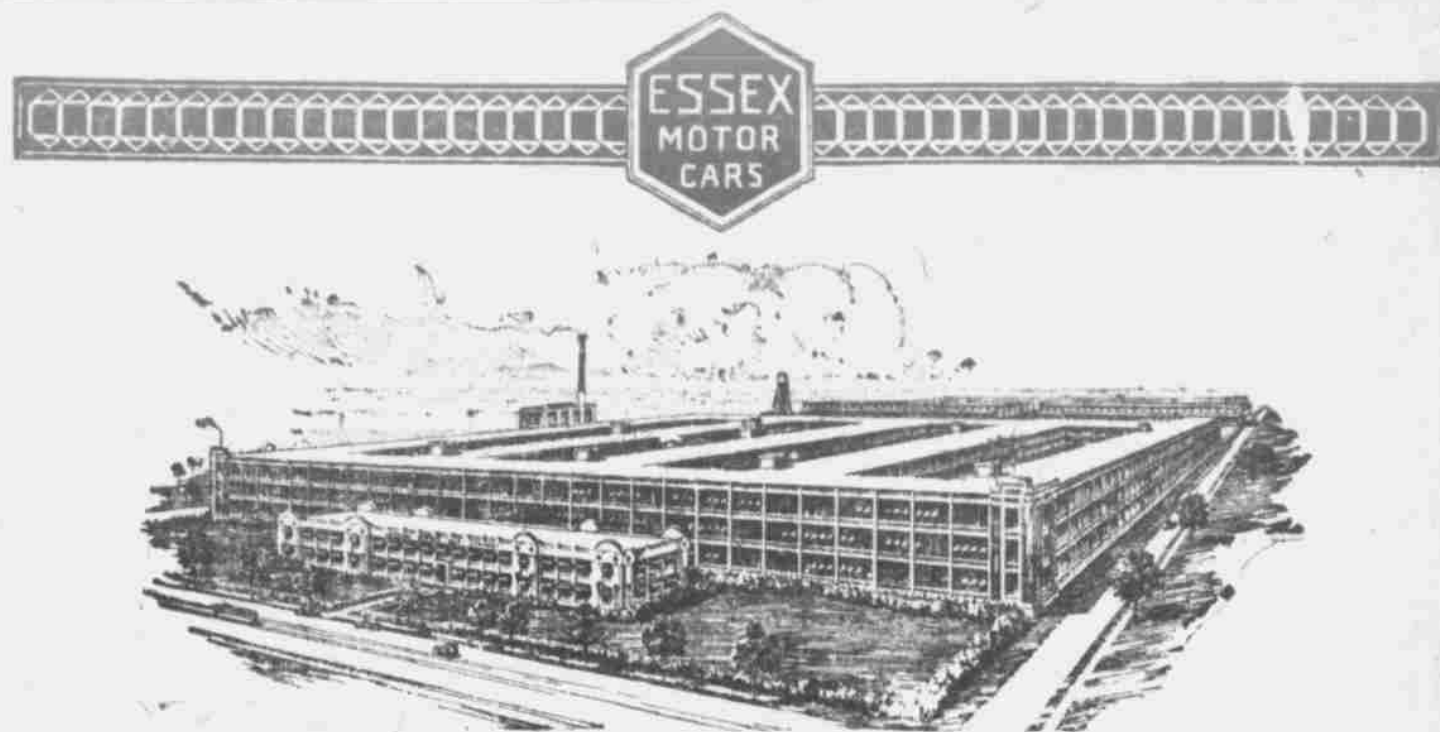
Upholstery is everything to a car—the finishing touch to serviceability, satisfaction and comfort. The highest grade materials and skilled workmanship, coupled with honest prices, are reflected in our long list of satisfied customers. Upholstery and seat covers for any make of car, tailored to fit and to stay fitted.

McCreery-Phelan Co.

269 MONROE

MEMPHIS, TENN.

PHONE 2881 MAIN



Do You Know Hudson

But Through Sheer Merit Alone Essex Made Its Thirty Million Dollar Sales Record

Builds the Essex?

Essex success has not been accidental. No one doubts its right to the position it holds.

On the Cincinnati Speedway, a stock chassis Essex set the world 50-hour endurance mark, of 3037 miles, under American Automobile Association supervision. Another stock Essex holds the unequalled 24-hour road mark of 1061 miles.

But how many know why Essex in its first year revealed qualities more mature, more evident of the influence of long experience, than is commonly found in cars even in their third and fourth year.

You will recall the Essex was announced one year ago without one word as to the identity of its builders. Not a claim was made for its performance.

You were asked to go look at it, take a ride and form your own opinion. The Essex was required to speak for itself.

Now that it has established itself, it is revealed why Essex has all the qualities of cars of long development.

Was Designed by Hudson Engineers

They conceived it as they developed the Super-Six. All they learned about endurance, they incorporated in the Essex.

They gave to the Essex the power that has made it famous in all quarters. Its speed is the result of what had been learned in making the Super-Six winner of all world while speed records.

The Essex can never be all that the Super-Six is for they are totally different types.

MEMPHIS MOTOR CAR CO.

987 Union Ave.

Hemlock 6100.

Member Memphis Automobile Dealers' Association.

MARMON ACCURACY TEST AMAZES EXPERT

"The most accurate man in the world." What a title! And more wonderful yet, it is conferred on him by the world's foremost engineers and scientists. He is C. E. Johansen, of Christiania, Sweden. He has measured a millionth of an inch.

His famous Johansen blocks are the last word as standards of measurement for engineers and scientists when dealing in the thousandths of an inch and less. These small blocks of metal come in sets in steel, brass, and other metals, are more accurate than anything else in the world. They are the measuring instrument by which the most accurate inspection gauges are set and tested. They are the court of last resort.

His first set of blocks submitted to the learned scientists of the international bureau of standards, Paris. The blocks were tested and measured mathematically for two whole years by the learned Prof. Benoit, head of the institute. In the end the scientist said, "Johansen's blocks are absolutely accurate."

Do you wonder that every great nation in the world has adopted them, and that great manufacturing institutions where precision tools are made employ these blocks? That Johansen blocks and his gauging system are the law and the prophets in the scientific laboratories of the world?

The other day the great Johansen went to Indianapolis and visited the Nordyke & Marmion company plant, which has employed his blocks for years. After a trip through the plant he asked Max Thomas, supervisor of inspection of the Nordyke & Marmion company, to show him how far the company went in accuracy of interchangeability of parts made to fine limits.

Thomas said, "Mr. Johansen, I'll show you complete interchangeability. We'll follow through the motor bearing from start to the finish in the crankcase, with the crankshaft set up. Every single manufacturing operation was inspected, and in the end a set bearing was picked up, a haphazard selection. The bearings were set in the upper half of the crankcase without any special fitting. The crankshaft was laid in place, the other half of the bearings and the bearing cap set on, and studs and bolts drawn tight. There was no hand fitting. Then, with one little finger, Thomas whistled the crankshaft in its bearings and asked Johansen what he thought of it."

VALUE AND VOLUME IS NASH POLICY

"Confidence of the public in the Nash line of automobiles is due to the high quality of these products—the unusual values they offer at their prices—and

is based upon the manufacturing record of C. W. Nash and his associates," says Mr. Noble R. Bruce of the Memphis Nash Motors Co.

"It has been the policy of Mr. Nash never to sacrifice quality to quantity. Value has also had first place in the Nash 'value and volume' policy."

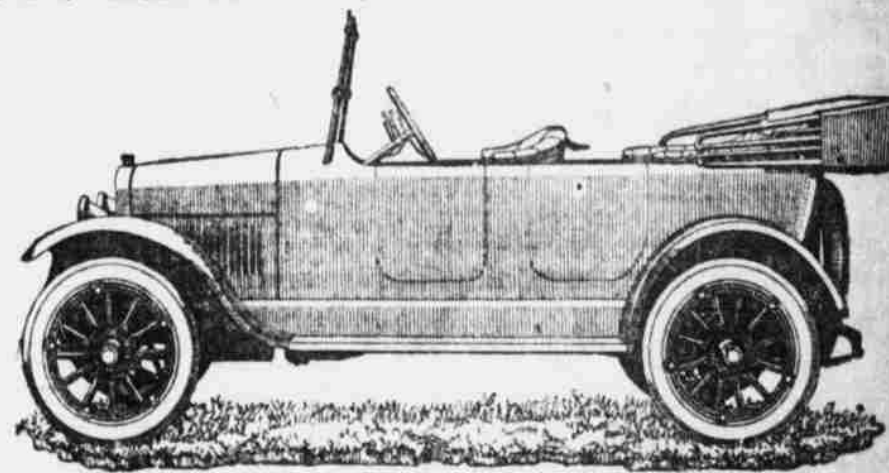
"Visitors at the big Nash factory at Kenosha are quick to appreciate that this is true. A trip through the factory not only convinces that the output of this plant must of necessity be

a quality output but forcefully illustrates why this is so.

"The Nash system of production is founded upon the old axiom that a straight line is the shortest distance between two points. Consequently, in the Nash factory every part of a Nash car or truck in course of manufacture moves along from machine to machine, from operation to operation, toward completion in as nearly a straight line as possible."

BUY IT ON EASY TERMS MAXWELL

\$350 CASH, BALANCE 18 MONTHS



We are prepared to make immediate delivery on 1920 Maxwell cars. You get a Maxwell now with famous Hot Spot, more power and more mileage at the old-time cost. Think it over.

Tri-State Motor Sales Co.

285 Monroe.

DISTRIBUTORS

Memphis.